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The role of evaluation tools creating D. Trump's media image by The Guardian

Abstract. The article is devoted to the study of the potential of evaluation tools in the process of determining the axiological society perception of D. Trump's media image. The article uses contextual analysis, analysis of dictionary definitions, methods of quantitative processing of the material. Amount of sampling is 2763 contexts. The author presents main implications, grouped into three aspects of D. Trump's media image. The work highlights three main periods of the media image used by the mass media, analyzes the features of evaluation tools typical for these periods. The quantitative analysis of the examples and analysis of the evaluation tools makes it possible to note that the media avoided explication of a direct assessment of the actions and personality of the future US president, limitedly evaluated the actions of the politician during his time in power, especially in the field of foreign policy, and openly and clearly express the assessment about the actions of the former president. The periods identified are characterized by the following features of evaluation tools: a) evaluation in publications of the first period (384 contexts) in most cases is created by means of direct and indirect citation of evaluative contexts in the speech of D. Trump, officials, citizens, in some cases – by means of functioning of evaluative lexemes in the speech of the author of the article; b) to create a contextual assessment in publications of the second period (954 contexts), citing the words of the president and officials is used in a significantly smaller number of contexts, lexical, grammatical, stylistic means of creating evaluation are often used, however, contextual evaluation is noted only in 12% of publications, covering the activities of D. Trump in this period; c) the presence of a contextual evaluation is typical for 87% of publications of the third period (1425 contexts), the authors intensively use lexical, grammatical and stylistic means of creating evaluation, the evaluation of the contexts is distinguished by brightness and intensity. The study of the evaluation tools role in the process of creating a separate media image in the texts of The Guardian makes it possible to analyze in more detail the features of media discourse language.

Keywords: evaluation, context, aspect, implication, media image.

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